



WPTV

ORDER

Print Date 08/31/12

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Flight Dates **09/05/12-09/10/12**

Contract / Revision **309503 /** **Allen West fr Congress**

Original Date / Revision
08/28/12 08/29/12 Agency Com 15%
Billing Contact

Advertiser **West / Republican / Congress**
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact
3299 K Street NW - Suite 200
Washington, DC 20007
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **63**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	19	\$10,625.00	\$12,500.00	0.00
Totals	19	\$10,625.00	\$12,500.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/10/12	19	\$10,625.00	\$12,500.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	09/05/12	09/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-111--	:30	4	\$725.00	P-1	0.00	NM	4	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/05/12	09/11/12	1-111--			4		\$725.00		0.00				
N 2	WPTV	09/09/12	09/09/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/05/12	09/11/12	-----S			1		\$1,200.00		0.00				
N 3	WPTV	09/05/12	09/10/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	1-111--	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00



WPTV

Print Date: 08/31/12

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Contract / Revision **309503** Flight Dates **09/05/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/28/12/ 08/29/12

Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West fr Congress**

Estimate # **63**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	09/05/12	09/10/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	1-111--	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	1-111--			4			\$200.00		0.00			
N 4	WPTV	09/05/12	09/10/12	M-F 630-7p M-F 630-7p	CM	630-7p	1-111--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	1-111--			4			\$1,500.00		0.00			
N 5	WPTV	09/08/12	09/09/12	Sa-Su 6-630p Sa-Su 6-630p	CM	6-630p	-----11	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	-----11			2			\$400.00		0.00			
N 6	WPTV	09/05/12	09/10/12	M-F 2-3p M-F 2-3p	CM	2-3p	1-111--	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/05/12	09/11/12	1-111--			4			\$200.00		0.00			
Totals														19	\$12,500.00